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ANALYSIS OF FEASIBILITY OF PARK KUMBASARI AS ATTRACTION FRIENDLY TOURISM TO TOURISTS

I Gusti Ketut Purnaya¹, I Made Trisna Semara², I Putu David Adi Saputra³

¹²³Sekolah Tinggi Pariwisata Bali Internasional
igkpurnaya@gmail.com

ABSTRACT

In the present era should be an attraction of tourism can be reached and friendly to all people of both senior tourist and junior tourists. Kumbasari Park is one of the tourist attractions in the city that has been styled and constructed by the Government of Denpasar to become a new tourist attraction. However, the Kumbasari Park has not been fully accessible to all tourists. The purpose of this research is to identify, analyze eligibility and find the perception of travellers to facilities and infrastructure of the Kumbasari Park as a tourist attraction. This research includes exploratory research with data collection techniques i.e. observation, and questionnaires. Data analysis techniques are done in a qualitative and quantitative descriptive. From the results of the study can be concluded that, as a whole Taman kumbasari already worth visiting by all the tourists, there are some categories especially accessibility and amenities that are not yet fully friendly to tourists. The development and reordering of facilities and infrastructure should be done in Kumbasari Park to provide comfort and security to all travelers.

Keywords: tourist attraction, facilities and infrastructure, Kumbasari Park.

INTRODUCTION

According to the United Nation World Tourism Organization (2016) it states that tourism is an inseparable part of human life. Nowadays, tourism is not only enjoyed by a handful of relatively wealthy people, but has become part of human rights. Nevertheless, there are many tourist attractions that do not provide adequate facilities for all people, especially senior and junior tourists. According to Diarta & Pitana, (2009:81) states that tourism managers should refer to the principles of management that emphasize the sustainability values of the natural environment, community, and social values that enable tourists to enjoy activities and beneficial to the welfare of the local community.

Travelers by law No. 10 of 2009 on Tourism said the people who travel. While the tour itself is a travel activity made by a person or group of people by visiting a particular place for recreational purposes, personal development, or learn the uniqueness of tourist attraction visited in the term Temporary period (UU No.

10 year 2009). Meanwhile, according to the World Tourism Organization (WTO) states that tourists are individuals residing in a country, regardless of nationality, visiting a place in the same country for a period of more than 24 hours to which the purpose The road can be classified: utilizing free time for recreation, leisure, health, education, religious and sports, or business or visiting family. Tourists are interested to visit the tourist attraction when the attraction meets the conditions such as something to see, something to do, something to buy, something to arrived, and something to stay (Maryani, 1991:11). Factors that encourage the occurrence of tourism activities according to Fandeli (1995) are: 1) the desire to escape from the pressures of everyday life in the city, the desire to change the atmosphere and make use of leisure time, 2) development progress In communication and transportation, 3) the desire to see and gain new experiences of society culture and elsewhere. Yoeti (2002) in Widiarta (2015), stating that there are three main things that tourist destinations must have: attractions, amenities, and accessibility. In addition Yoeti (2008) convey the development of tourism need to pay attention to some aspects that need to be considered, namely tourists (tourist), transportation, tourist attractions, service facilities, information and promotion.

Along with the development of tourism and since the Kumbasari Park became a new tourist attraction Denpasar City, the tour visit to the city denpasarexperiencing an increase. This is based on Euromonitor International to be in the order of the 33 city that most visited tourists and enter Top 100 City Destinations 2018. But the tourists are not yet fully convinced of the facilities and services in Kumbasari Park. Many tourists perceive that Kumbasari Park has a high risk of accidents during the rainy season. The Volume of water at Taman Kumbasari can have a very significant increase that will cause danger to the tourists when activities in the tourism power. According to Khalik (2014) Comfort and safety for tourists is one of the factors that determines the decision to make a trip to a tourism destination. Surely Taman Kumbasari which is a tourist attraction Denpasar City must provide a sense of comfort and safety for the tourists so that tourists decide to travel to Kumbasari Park, and will indirectly impact on Number of traveller visits to Denpasar city. The research aims to identify, analyse the feasibility of Kumbasari Park as a tourist-friendly attraction.

METHODOLOGY

This research includes exploratory research because authors dig data and information on topics or issues aimed at the interests of deepening or further research (Sugiyono, 2014). In this study the author wanted to collect information related to the feasibility of Taman Kumbasari as a tourist-friendly attraction for tourists by collecting primary data through three data collection techniques namely: observation directly to Obtaining an overview of the situation and conditions against the feasibility of Taman Kumbasari as a tourist-friendly attraction. In observation, the author associates the information received according to the problems and objectives of the study. In addition, data retrieval with questionnaires to determine the perception of tourists to facilities and services in Kumbasari Park, data collected through observation analyzed with qualitative descriptive data analysis techniques While the data generated from the questionnaire was analyzed using quantitative descriptive.

RESULTS AND DISCUSSION

The feasibility of Taman Kumbasari as a tourist attraction

Based on questionnaires given to respondents with aksidental sampling techniques found that tourists visiting Kumbesari Park are aimed at recreation, sports, and playing games. Most tourists visit Kumbesari Park as the main destination and there are some who visit Kumbasari Park as a stopover place. The average visiting tourists has been done more than twice and usually visited during weekends and holidays in the morning and evening.

Kumbasari Park as a tourist-friendly attraction to tourists is very interested by all tourists. This is because facilities and quality of service has begun to be improved through the arrangement of the Badung River by the government of Denpasar. According to Anggayana & Sari (2018) on tour is certainly the tourists want to be served and get accommodation that is worthy of what each traveller expected. Based on the research of Ryan (1991) in Pitana (2005), it is said that there are several factors that encourage a person to travel such as escape, relaxtion, play, strengthening family bond, prestige, social interaction, romance, Educational opportunity, self-fulfilment, and wish-fulfilment. This is according to tourist attractions in Taman Kumbasari which has tourism potential in the form of cultural tourism, nature, and artificial.

Taman Kumbasari has had several facilities that support tourist activities such as parking, toilets, signage, information center, and night lighting. Parking in Taman Kumbasari still utilize the public parking market Badung consisting of two parking buildings. However, this parking in addition to enable for visitors Kumbasari Park also served as a parking lot for the people who go to Pasar Badung. The availability of toilets at Taman Kumbasari has been very decent, and has been separated according to gender and has been equipped with toilet seat, washbasin, rotary faucet, tissue and handsoap. However, the toilet is a supporting facility owned by Pasar Badung. It should be a good tourist attraction must have a facility of the prosecution in the form of public toilets. According to Bagiastira (2016) toilets are not just places to throw the haggi, but already related to many aspects, such as the psychological aspects of users, aspects of health and safety of users, maintenance and the environment, to the aesthetic aspect. So that the tourist attraction visited is more friendly to tourists. Signage is available to show parking location, special parking, toilets, and other facilities. However, the evacuation route is not affected. Thus, it is necessary to add signage at certain spots. The information room for tourists is still relying on the information center provided by Badung Market. The standard Information Center has been very good but its main function is for the Badung market activities. So it is not to be maximal to serve tourist activities in Kumbasari Park. Based on the observation, the officers do not have the ability of foreign language communication and have not been able to provide maximum service. The guardrail has been installed in a number of points to protect tourists from activities that could cause risk of accidents. However, in the river fence, the limit is not optimal in pairs, of course, it will pose a risk of accident especially tourists who are under 10 years old when activities in attraction. The barrier fence that has been installed in Kumbasari Park is designed to form an ornament motif that has aesthetic function. Lighting or lighting at Taman Kumbasari has fulfilled

the eligibility standards and refers to the tourism Minister's regulation where the color of the lamp and its height meet the predefined standards. Even lighting or lighting at the Kumbasari Park also has aesthetic functions at night.

Based on the results of the questionnaire, tourists' perception of access to Kumbasari Park saw a good category with an average assessment based on a questionnaire spread of 3.68. For more details can be seen in Figure 1.

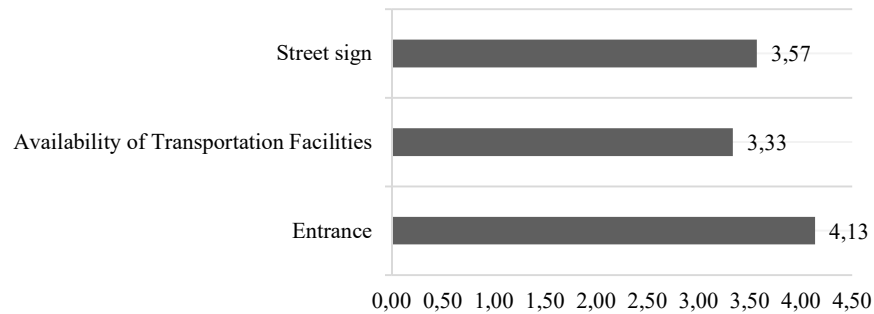


Figure 1. Average rating of Traveller's perception of access to Kumbasari Park

Kumbasari Park already has horizontal and vertical movement. Horizontal movement in the form of pedestrian and Vertical movement in the form of RAM and stairs, will be the material edge of the ladder is easily mossy so slippery during the rainy season. Of course, it could harm tourists in Kumbasari Park. It is therefore necessary to routinely clean or coating rubber to avoid accidents due to slippery access.

Perception of tourists towards the development of facilities and facility/infrastructure of Taman Kumbasari provide comfort, ease and experience of traveling good for all the tourists to be 3 (three) aspects of 1) physical condition, 2) conditions Cleanliness, and 3) the level of satisfaction in use.

a. Physical condition

In the aspect of assessment of physical condition of perception of tourists show good category to facilities/infrastructure of Taman Kumbasari with average value is 3.55, although there are two aspects of the Criteria still in the category is good enough that the availability of Food stalls and toilets at Taman Kumbasari.

b. Condition of cleanliness

On the assessment aspect of the condition of the perception of the tourists present a good enough category with an average value is 3.41. However, there are three aspects of the Criteria that reside in the category of parking availability, resting place and footpath in Kumbasari Park.

c. Level of satisfaction in use

While in the assessment aspect of satisfaction in the use of facilities/infrastructure, the perception of tourists showed a good enough category with an average value is 3.49. However, there are four aspects of the criteria that are in the category of good categories of parking, garbage, trash, resting places and footpaths in Kumbasari Park.

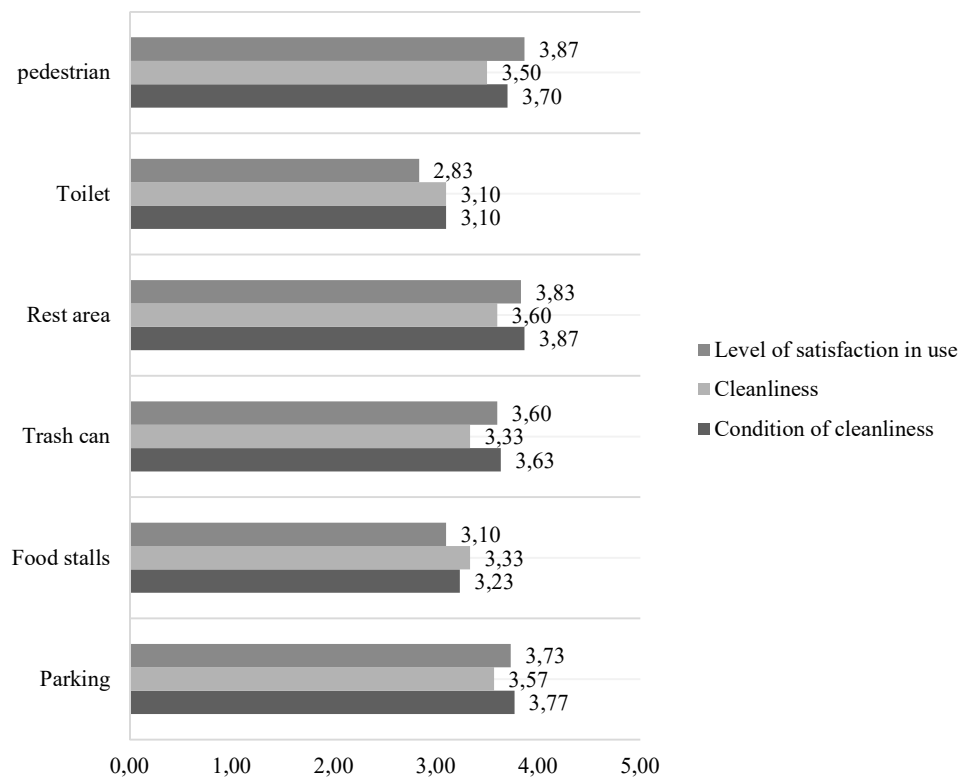


Figure 2. Average value of perception of tourists to facilities/infrastructure Kumbasari Park

If inferred by the perception of tourists about the facilities and means/infrastructure of Kumbasari Park is in the category is good enough with an average value of 3.48, this is because there are two indicators that are still under the category of good the availability of toilets and Food stalls. In addition, there are several categories that have not maximized to provide comfort services for tourists such as parking area, availability of railing, ram security and stairs, as well as information center. It is necessary to re-study the development of facilities and services in order to provide comfort, ease and experience of traveling well for all travelers.

CONCLUSION

Based on the exposure, it can be concluded that, the condition of tourist attraction in Taman Kumbasari in General is already friendly to tourists. This can be seen from the attractions owned by Taman Kumbasari already in accordance with the preference of tourists, amenities that support the creation of comfort, convenience, and safety of tourists while visiting, as well as accessibility that can easily accessed. But the perception of tourists about the facilities and means/infrastructure of Kumbasari Park is still in the category is quite good with an average value of 3.48 and there are some categories that are not yet fully friendly to tourists such as parking area, availability of railing, ram security and stairs and information center.

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